**Place - The Location of your Business**

Determine where and how your customers will be obtaining their products and services.

1.) What you will need from your location? Business and Customer Expectations.

- What size?

- Parking?

- Demographics/Geographics

- Accessible, Affordability, Target Market, Functionality, Visibility, etc…

- Nearby Businesses

2.) Where will you locate your business? Pick 3 Possible Locations and **include the links.**

**Explain for each location**

* What are the terms(Lease or Loan)
* What are the pros and cons of the location chosen in relation to what you will need.

Provide concrete evidence for each location including:

- Demographics

- Foot Traffic

- Maps

- Car Traffic

- Competitors/Other Businesses

- Other supports/downfalls

3.) Create the General Design/Layout of your Location/Building of what you would want it to look like.

Use current knowledge of and innovate how you would improve the restaurant design. Make a simple but detailed sketch of the design of the interior.

4.) Explain how, besides the location, you are going to be able to connect your offerings with your customers. (Take out, Drive Through, Online Ordering, Shipping, Delivery, Catering, On Site, etc…) Be Innovative and create a new opportunity to improve the customer experience to connect with them.